



SMALL TOWN. GREAT LAKE.

VERMILION, OHIO

- Focus Areas**
- 1 Community Collaboration
 - 2 Economic Vitality
 - 3 Promotion
 - 4 Design + Preservation



2023 ANNUAL REPORT

“Downtown is important because it’s the heart and soul of any community. If you don’t have a healthy downtown, you simply don’t have a healthy town.”
Ed McMahon, Main Street America Chair Emeritus

We at Main Street Vermilion take our mission of downtown stewardship seriously. Since 2001, we have worked to maintain our downtown’s character and vitality. We do this through mission focused work over many projects and initiatives including community collaboration, design and preservation, small town promotions and economic development.

Our special events bring both residents and visitors downtown to shop, eat & play at our shops, restaurants and parks. Collaboration with other Vermilion organizations have yielded National Small Business Week celebrations, solar eclipse preparation and the new flagpole at Main Street Beach & Park among others.

Our Partner Programs are vital to Main Street Vermilion. Vermilion in Bloom plants and maintains our show stopping flowers, attractive streetscapes and seasonal decorations. Vermilion Arts Guild provides a venue for artists to connect, skill-build and share their work, and Public Art Vermilion through their postcard, buoy tree and sculpture projects helps to create a sense of local identity and interest in Vermilion's culture and heritage through the arts.

2023 Board Members

- Micah Roberts, President
- Sarah Ross, Vice President
- Fred Miggins, Treasurer
- Libby Williams, Secretary
- Eileen Bulan
- Scott Dommin
- Larry Drouhard
- Beth Eberhard
- Carolyn Hill
- Suzi Piskur
- Pam Reese
- Tiffany Sekeres
- Marilou Suszko
- Hannah Vlk
- Amy Jo West

2023 Staff

- Kate Repola, Executive Director
- Brenda Kammer, Business Manager
- Amy Hoffman, Marketing & Outreach

Main Street Vermilion
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By the Numbers

Years Serving
Vermilion

22

Volunteer
Hours

8704

Business
Partners

122

Invested in
Promoting
Vermilion

\$36K

Event
Attendance

18K
estimated

Social Media
Followers

11.4K
 

In-Kind
Donations

\$19.5K

Funding from
Events

\$22.7K

Community
Partners

162

Events
Hosted

25

Website
Visits

45K
up 3%

Facebook
Social Reach

204K
up 22%

Direct Community Support \$304,804

Combined program support, partnerships, grants,
donations & In Kind Donations



Value of Donated Time

\$276,787.20
(\$31.80 per hour)

2023 MSV MONTHLY HIGHLIGHTS

January

Awarded 2023 accreditation with Heritage Ohio & Main Street America.

February

Expanded our merchandise line incorporating trademarked logo.

March

Facilitated high quality, low cost co-op advertising for Business Partners.

April

Held National Small Business Week campaign in collaboration with Vermilion Chamber of Commerce.

May

Helped coordinate Sherod Park playground ribbon cutting ceremony.

June

Dedication ceremony for the Main Street Vermilion, VFW & City of Vermilion flagpole project at Main Street Beach & Park

July

Kicked off the 2023 Season of Market in the Park, held weekly July & August.

August

Hosted the Erie County Community Foundation outreach meeting.

September

Installed 10 adirondack chairs at Main Street Beach & Park with Shore Thing and S&IO.

October

MSV's Shake Rattle & Stroll voted *Best Of* by Lake Erie Living Magazine.

November

Celebrated Small Business Saturday.

December

Vermilion holidays featured on Fox 8 New Day Cleveland.

Partner Programs 2023 Highlights

Vermilion in Bloom

- Over 200 volunteers participated in planting bridge boxes and flowers around Vermilion, decorating the downtown for spring, fall and winter seasons, making food for the VIB Ladies Nights, working at Ladies Nights and the Gardeners Fair events, sprucing up the Sailorway Middle School, tending gardens, watering the hanging baskets and removing flowers and hanging baskets at the end of the season. Volunteer hours exceeded 2,880.
- VIB planted over 2000 flowers and purchased 171 hanging baskets for display throughout downtown. Four new trees were donated for Arbor Day and planted by the Vermilion Tree Commission at the Sailorway Middle School.
- \$600 was donated to the Vermilion High School for their new pollinator garden. Money was also donated to the Vermilion Parks Department to light the Gazebo in Victory Park. Ten more historic light poles were painted, and volunteers built a sandstone retaining wall at the Water Works building through the generosity of Cleveland Stone.
- VIB raised over \$48,000 for flowers, trees, seasonal decorations and beautification projects.



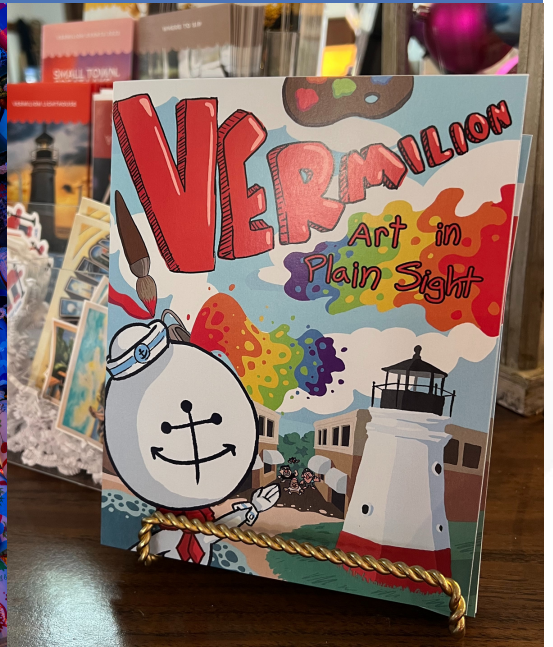
Vermilion Arts Guild

- Sponsored artist/refugee from Ukraine.
- Hosted five shows in the Main Street Gallery in 2023 attracting more than 4,000 visitors.
- Co-hosted the All Washed Up Driftwood Art Contest in July attracting many visitors to Exchange Park.
- Hosted Spring Community Art Show & Reception at Ritter Public Library.
- Participated in Chalk It Up and Market in the Park. Over 30 Arts Guild members sold paintings, photographs, jewelry, notecards, postcards, pottery, ceramics, and fiber art.
- Hosted Annual Sip & Shop Holiday Reception.
- Continued VHS Art Scholarship fund raising by selling painted oars and sleds.



Public Art Vermilion

- Hosted two ArtStop events during Third Thursday that encouraged visitors to participate in creative projects.
- Conducted a collaborative art project called BeYourself 44089. More than 800 people participated to create a gallery of thumbprint drawings. Ritter Library hosted the display for the community.
- Commissioned artist Scott Goss to create an original sculpture for Main Street Park. Entitled "Aboard", the sculpture is scheduled to be installed in early summer 2024.
- Refreshed and replaced nine postcards in the award-winning Postcard Project.
- Conducted a community art project and fundraiser called The Buoy Tree. More than 350 buoys decorated by people and businesses throughout the community were displayed on a Christmas-tree shaped frame. A select number of buoys were auctioned.
- Introduced "In Plain Sight," a public art guide to Vermilion.
- The Public Art Advisory Committee met four times throughout the year and welcomed two new board members.



2023 Events



Ice & Fair



ALL WASHED UP



SHAKE, RATTLE + STROLL

Throughout October



GARDENERS FAIR



CHALKITUP!

SMALL
BUSINESS
SATURDAY



MARKET IN THE PARK

Saturdays in July & August



HISTORIC WALKING TOUR



LIGHT UP VERMILION

THANK YOU TO OUR BUSINESS PARTNERS

Corporate Partners

Air Filter Factory | Bettcher Industries
Community Foundation of Greater Lorain County
Discount Drug Mart | DiGeronimo Family Foundation
Erie County Community Foundation | Hull Builders Supply
Defense Soap | Harbor Town Animal Clinic | Shores & Islands Ohio

2023 Business Partners

1956 Design Co.	Harbourtown Chiropractic Center	Safe Harbor Security & Fire
ACC Adult Home Care, Inc.	Harbourtown Dance Studio, LLC	Salvatore's Ristorante Italiano
Beulah Beach Corporation	Harbourtown Family Dentistry	Sandusky Maritime Museum
Bicycle Bill's, LLC	Harbourtown Fine Arts Center	Sattelight Electric, Inc.
Big Ed's Main Street Soda Grill, Inc.	Harbourtown Trading Company	Sea-La-Vie Properties, LLC
Bissell's Greenhouse	Holiday Inn Express	SOS Wines
Borgquist Properties	Hometown Bakery	SQP Print Center
Bowl Thyme	Huggy's Social House	St. Mary Parish
Brad Schwab Insurance	Huntington National Bank	Steinacker Hardware
BRADDAX Print Studio	Insurance Partners	Szabo Apparel
Brewed Awakening Vermilion, LLC	Jim's Pizza Box Vermilion, LLC	Tails of Vermilion
Brummer's Chocolate, Inc.	KeyBank	The Old Vermilion Jailhouse and Library
Budget Blinds of Amherst	Kingston of Vermilion, LLC	The Pavillion Grill
Burning River Boutique, Inc.	Kochenour Orthodontics	The Olive Scene
C & L Carpet Cleaning LLC	Lagoon Marine, Inc.	The Sweet Life Boutique
Captain Bell House - Harbourtown Suites	Lake Front Publications	The Wine Vault
Cast On Yarn Studio, LLC	Lake Shore Corvettes	Tiffany's Flowers & Gifts
Chez Francois Restaurant	Liberty Auto Wash	Trinity Lutheran Church
Cislo Group	Liberty Ford	United Church of Christ
Clare's Stitching Post	Linwood Park Company	Valley Harbor Marina, Inc.
Cleveland Stone Company	Lorain County Chamber of Commerce	Vermilion Beach Market
Cottages at the Water's Edge	Madeleine Chapter 204 Order	Vermilion Boat Club
Del Monico's Barber Shop	of the Eastern Star	Vermilion Chamber of Commerce
Dewey Furniture & Carpet	Main Street Threads	Vermilion Community Services, Inc.
Don Parsons, Inc.	Martino's International Cafe	Vermilion Country Club:
Edward Jones - Paul Hoffman	McArthur & Sons, Inc.	North Coast Golf, Inc.
Edward Jones - Terry Caudill	Mistakes on the Lake	Vermilion Farm Market
Edward Jones - Tom Chaplin	Moes Marine Service, Inc.	Vermilion History Museum
Erie & Anchor, LLC	Route 6 Pub	Vermilion Insurance Agency
Erie Shores Eye Care	Northwest Bank	Vermilion Lagoons Ladies Club
Executive Cleaners, LTD	P & P Enterprises, LLC	Vermilion Lakehouse
Fiesta Cancun	Paper Moon Vineyards	Vermilion Marina, LLC
Firelands Adventure Tours	Plaz Vilka	Vermilion Port Authority
Firelands Symphony Orchestra	Poppin Around Gourmet Popcorn	Vermilion Power Boats
German's Villa Enterprises, Inc.	Railway Barbershop	Vermilion Township
Gilchrist Guesthouse LLC	R.J. Hickey Builder & Contractor	Vermilion Valley Vineyards, LLC
Gild The Garden/Swan Creek Candle	Richard Kropf, Russell Reality	Vermilion Yacht Sales
Grace United Methodist Church	Riddle Funeral Home	VFW Post 7576
Granny Joe's Ice Creamatorium	Ritter Public Library	VOL Historic Community Center
Gross Brothers Plumbing	Romp's Water Port, Inc.	West River Paddling Company
Harbortown Marine & Flag, Inc.	Rudy's Bar & Grill	Woodstock Cafe & Coffee

THANK YOU TO OUR COMMUNITY PARTNERS

Main Street Vermilion values the support and confidence our community partners have in our organization. Their support allows us to forward our mission of 'adding the extras' to Vermilion. We strive to create, sustain, and grow a unique and thriving community, one that celebrates heritage and embraces the future. Main Street Community Partners enjoy a wide variety of benefits from local events to downtown beautification.

Financial support comes from partnerships, sponsorships, raffle & merchandise sales, in-kind contributions and direct contributions to our partner programs; Vermilion In Bloom, Public Art Vermilion, and Vermilion Arts Guild. THANK YOU!



2023 COMMUNITY COLLABORATIONS

City of Vermilion | Community Foundation of Lorain County
Erie County Community Foundation | Key Bank Foundation
Kingston of Vermilion | Lake Erie Foundation
Lorain County Chamber of Commerce | Lorain County Visitors Bureau
Lorain County Woodcarvers Association | Shores & Islands Ohio
VFW Post Holland-Bond 7576 | Vermilion Athletic Boosters
Vermilion Chamber of Commerce | Vermilion Kiwanis Club
Vermilion Lions Club | Vermilion Local Schools | Vermilion Rotary Club

2023 Volunteer Appreciation Picnic

